



collaborate
Debate critique network
share

Designing and implementing learning-centred blogs for university teaching: two cases

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Outline

- Describing two categories of blog:
community-based and course-based
- Illustration using two cases
 - ‘Orientation program students in SHTM’
 - ‘English for the media’
 - Outcomes
- Conclusion

Blog means...

Archiving

Digital diary

Asynchronous
communication

Self-expression

Intellectual
challenges

Social
networking

Challenges

- Students tend to use blogs mostly for **entertainment** purposes; they are not accustomed to responding to other blogs (Davidson 2008)
- The majority may **not voluntarily** add postings because they do not perceive the value of doing so in an **educational** context

Features and potential of blogs in education

- **Connecting** learners with their ideas
- Allowing learners to **contribute more** than they might in a conventional face-to-face context (McConnell 2006)
- Reading '**up-to-the-minute posts**' (Nardi *et al.* 2004)
- Reading through '**one convenient and coherent view**' using RSS feeds (Martindale and Wiley 2005)
- Developing an effective learning community that encompasses both meaning and **quality interactions** between participants (Wenger 1998)
- Allowing a **non-course** audience access through subscription or by invitation (Tryon 2006)

Blogs in use

- Community-based – learners have individual blogs, and tasks are **semi-structured** to allow them to self-express, reflect and share experiences
- Course-based – **ONE** blog, and tasks are **structured** to develop the intended learning skills and acquire knowledge of the course

Community-based blogs

Resource- and activity-rich

- Learners have individual blogs
- Provide current resources
- Facilitate working in groups

Learners can

- Design and write their own learning logs creatively
- Reflect on in-class activities
- Communicate with group members
- Communicate between groups
- Be supported by mentors
- Share experiences between members and mentors

Case 1

Community-based blogs for orientation programme in the School of Hotel and Tourism Management (SHTM)

Programmes:

- Hotel management
- Tourism management
- Convention and event management

School of Hotel & Tourism Management

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

THE SCHOOL | ACADEMIC PROGRAMMES | FACULTY & ADMINISTRATION | STUDENT SUPPORT | INDUSTRY SUPPORT | NEWS & EVENTS | ALUMNI | MEDIA CENTRE

Search Font

Leading Asia in Hospitality & Tourism Education

News on SHTM [more](#)

- Professor Cathy Hsu of PolyU Honoured with John Wiley & Sons Lifetime Research Achievement Award
- PolyU opens new dimension for students
- PolyU students won acclaims at World Tourism Forum Lucerne
- PolyU successfully hosted the third International Forum on China Hotel Brand Development
- PolyU contributes to reviving tourism in Sichuan

Upcoming Events [more](#)

Tuesday 18 AUG 2009

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Lunch served at Millennium Training Restaurant

Tourism Demand Forecasting System
<http://www.TourismForecasting.net>

Teaching Hotel
Samsung Digital Lab for Hospitality Technology
HTRC
Che-woo Lui Hotel & Tourism Resource Centre
Millennium Training Restaurant
Horizons [read now!](#)
BLOG [read now!](#)

Our Affiliations
International Academy for the Study of Tourism | APacCHRE | IeH | HSMIA | UNWTO | ISTTE | APTA | PATA | HFTP | Eta Sigma Delta | more

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RSS

Blogging community: first-year students

The screenshot shows a web browser window displaying the 'Student Orientation Programme 2006/07' website for the 'School of Hotel and Tourism Management'. The page features a navigation bar with links to Home, Blogs, Forums, Photos, Workshop, and About OP. A search bar is located in the top right corner. The main content area is titled 'Blogs on this site' and contains two tables: 'Workshop Facilitators' and 'Mentor'. The 'Workshop Facilitators' table lists various blogs and their authors, with columns for Blog, Author(s), Last Post, Posts, Articles, Comments, and Trackbacks. The 'Mentor' table lists mentors and their associated blogs, with similar columns. A sidebar on the right contains 'Popular Tags' (e.g., about, workshop, stress) and a 'Blogs' section with links to RSS Syndication, Opmi, and Blogs on this Site. A blue circle highlights the 'Groups' section, which lists various groups including Workshop Facilitators and Mentors.

Student Orientation Programme 2006/07
School of Hotel and Tourism Management

Welcome to SHTM OP Community [Sign in](#) | [Join](#) | [Help](#)

Home **Blogs** Forums Photos Workshop About OP

Blogs on this site

Workshop Facilitators

Blog	Author(s)	Last Post	Posts	Articles	Comments	Trackbacks
			0	0	0	0
		References for the Virtual Hotel Project	3	0	2	0
		Competition	4	0	1	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0

Mentor

Blog	Author(s)	Last Post	Posts	Articles	Comments	Trackbacks
		My Present	3	0	2	0
		Submission: Task 1 of Workshop 4	5	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
		submission of task 2 of workshop 3	4	0	3	0
			0	0	0	0
		Submission: task1 of workshop4	5	0	1	0
			0	0	0	0

Popular Tags

about workshop

active learning Blogging bridge
Bridge-building building bridge
confident Creamy experience First
time goal group project mit
Multiple Intelligence plagiarism
powerpoint presentation skill
Process of Bridge-building project
references **stress**
teams students games university life
virtual hotel workshop1 students

[Browse All Tags](#)

Blogs

[RSS Syndication](#)

- [Opmi](#)
- [Blogs on this Site](#)

Groups

- [Workshop Facilitators](#)
- [Mentor A kris Yung](#)
- [Mentor B Cyrus Yip](#)
- [Mentor C Sabrina Hui](#)
- [Mentor D Kwan Fung](#)
- [Mentor E Grace Lam](#)
- [Mentor F Ching Ngan](#)
- [Mentor G Alex Ho](#)
- [Mentor H Panda Wong](#)

Groups
with
mentors

Individual blog in the community-based blog

※is Singing※ - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Take me home blog

※is Singing※

Welcome to SHTM OP Community [Sign in](#) | [Join](#) | [Help](#)

add me →MSN

HOME EMAIL RSS 2.0 ATOM 1.0

Recent Posts

- Submission: Task 1 of Workshop 4
- Submission: Task 2 of Workshop 3
- Submission: Task 1 of Workshop 3
- Submission: Task 3 of Workshop 2
- Submission: Task 2 of Workshop 2

Tags

No tags have been created or used yet.

Navigation

- Home
- Blogs
- Forums

Submission: Task 1 of Workshop 4

1. Write a few paragraphs about your experience in today's group activity. For example, how stress and time management techniques have been applied to the game?

Today, I think all of our group mates had fun in the workshop, especially during the game. To be honest, I felt nervous when I was assigned to be the GM who is the person coordinate the frontier and the production team. We were quite confusing at the beginning, as we didn't know the rules of the game. Hopefully, we won the game with all correct guess from the clue.

I learned how the communicate with team member and negotiate with other team GM to exchange the material we needed. Also, I had reminded our team member about the remaining time, I think it is one of the time management techniques I have applied to the game. About the stress management

Done

Reflecting class activities

edith~*

Search

Go

This Blog

[Home](#)

Tags

No tags have been created or used yet.

Navigation

[Home](#)

[Blogs](#)

[Forums](#)

[Photos](#)

[Workshop](#)

[About OP](#)

Archives

[September 2006 \(4\)](#)

Syndication

 [RSS 2.0](#)

 [Atom 1.0](#)

submission of task 2 of workshop 3

my Multiple Intelligence test shows that i hv people smart~i really agree with that and through the activity we had~i work along well with my groupmates~ we all deliver our ideas well~ and the bridge we built were the winner~with the longest 206cm~ so we call it the"206 Bridge" and took some photos~i am really glad about that!

through out the process~me and my gpmates cooperate well and we all try our very best to find some useful materials to build the bridge~ although we face difficulties at first~ but after we discuss we test and we try~ we finally built the wonderful "fast and safe 206 bridge"! that's lovely to look at what our group has achieve!



SHTM OP

Published 24 September 06 07:25 by [06237631D](#)

Blogging group

Mentor from
senior form inviting
postings / sharing
experience of
university study

Student Orientation Programme

School of Hotel and Tourism Management

2006/07

Welcome to SHTM OP Community Site

Home Blogs Forums Photos Workshop About OP

SEARCH

Mentor I Karry Kwong

1 Comments
125 Views

tired...

U life is not easy... C ssays, presentations, projects, tests... have killed all my time!!! Sometimes it's quite dispirited... *really have to add oil, cherry!!!*...

10-30-2006, 7:57 PM by [06C](#) 13D to [*~cherry~*](#)

2 Comments
76 Views

Submission: Task 1 [Workshop 4]

F inally, it came to the end of the orientation programme... T oday's workshop was quite good. We had some sharing from the mentors, a short quiz on stress, exercises to relieve our stress, group activity...etc. i think great improvement had been...

09-26-2006, 10:38 PM by [6](#) 603D to [*~cherry~*](#)

0 Comments
88 Views

to ponder

Yesterday evening, i took a tunnel bus as usual back home. During the journey, i sat on the upper deck until i was almost arrived home. There was nothing special only that i felt asleep... I got to the lower deck when the bus almost arrived the bus stop...

09-23-2006, 11:26 AM by [06](#) ID to [*~cherry~*](#)

1 Comments
76 Views

Submission: Task 2 [Workshop 3]

First of all, let me just give a few comments about the group activity. I really appreciate the idea of having a group activity in the workshop! As in the previous workshop, for most of the time, we were sitting there listening to professors' presentation,...

09-21-2006, 9:31 PM by [06](#) 1 to [*~cherry~*](#)

0 Comments
64 Views

Submission: Task 1 [Workshop 3]

The feeling of the Third Workshop can be concluded in one sentence: That two hours is worth spending. I found the information presented very useful! Especially, the sharing of ada's observation in the past years' students' presentations. Now,...

09-20-2006, 7:10 PM by [1](#) 31 to [*~cherry~*](#)

Popular tags

No tags have been added yet.

[Browse All Tags](#)

Blogs

- [RSS Syndication](#)
- [Opml](#)
- [Blogs on this Site](#)

Groups

- [Workshop 4](#)
- [Mentor A Kris Y](#)
- [Mentor B Cyrus](#)
- [Mentor C Sabrina](#)
- [Mentor D Kwan](#)
- [Mentor E Grace](#)
- [Mentor F Ching](#)
- [Mentor G Alex](#)
- [Mentor H Pong](#)
- [Mentor I Karry](#)
- [Mentor J Nicky](#)
- [Mentor K Wendy](#)
- [Mentor L Eddie](#)
- [Other Students](#)

[View All Groups](#)

My Present

After finished typing My Past, i think i shall talk abt My Present. it's the 2nd yr i study in SHTM, as i said b4, i meet new fds and lecturers here and my favourite lecturer is Thomas, actually i met him when the time he's responsible for a talk in SPACE, talking about his 2nd love -- Antarctica (i think.....), which is one of his expertise. i still remember i had asked him a question: Do you think the green house effect will be the biggest threat to the Antarctica's tourism industry? He's really a knowledgeable & funny guy...anyway, he's so kind that always thinks from our angle and comes up with the best solution to solve our problems, and it's becoz of him, i am recommended to assist Mr Tony Tse to update part of the HKTB website. In SHTM, opportunities are offered to me to get involved into various tasks like the one i mentioned b4 & "Virtel" which is a simulator of a virtual hotel.

When working in a group, do try to set all the rules and norms first, once the confrontation or argument exists, you maybe able to follow them to handle those situations, coz the ultimate result of an unhappy grouping can turn fds into enemies which u & me don't want to see. Anyway...communication is the key to succeed. by the way, it would be exciting if u can broaden ur horizon by making attempt to interviews with Co., even for group projects. For

**Yr 2 student
sharing
experience**

Outcomes

The community-based nature of the blogs attracted many to **view** these **postings**. The blogs not only **bridged** the **face-to-face** and the **virtual learning** environment, they also **scaffolded communications** for students between courses, between students from **local, exchange** and **international backgrounds**, and **across year** groups.

Course-based blogs

Resource-rich

- Allow access by students from the same course or across cohorts
- Provide course-related resources
- Link to online discipline-related practice or journals
- Subscribe to high-quality articles with RSS feeds

Learners can

- Access resources
- Review current resources
- Practise writing tasks
- Reflect on learning activities
- Post comments

Case 2

Course-based blogs in 'English for the media':
Create multiple opportunities for students, as
future journalists, to develop **writing fluency**
and **presentation skills** in mass media

The screenshot shows a Windows Internet Explorer browser window displaying a WebCT course page. The browser's address bar shows the URL: http://webct2.polyu.edu.hk/SCRIPT/ENGL318_20071_B/scripts/serve_home. The page title is "(ENGL318_20071_B) English for The Media - WebCT 4.1.5 - Windows Internet Explorer".

The WebCT interface includes a navigation bar with links: myWebCT, Resume Course, Course Map, Check Browser, Log Out, and Help. Below this, the course title "1st 2007/08: (ENGL318_20071_B) English for The Media" is displayed.

The main content area features a banner with the text "ENGL318 ENGLISH FOR THE MEDIA" and a background image of a newspaper. Below the banner, there are eight icons arranged in two rows of four:

- Top row: Content Module (stack of books), Discussions (speech bubble with star), Mail (envelope with paper), Assignments (notepad with pencil).
- Bottom row: News Blog (Sem1) (newspaper with pencil), News Blog (Sem2) (newspaper with pencil), News Blog (Sem3) (newspaper with pencil), News Blog (Sem4) (newspaper with pencil).

A sidebar on the left contains a "Course Menu" with the following links: Homepage, Content Module, Discussions, Mail, Assignments, BLOG Demo, News Blog (Sem1), News Blog (Sem2), News Blog (Sem3), and News Blog (Sem4).

Case 2

WebCT: content,
discussion forum,
email, assignment

Blogs:

Archived resource

Group blogs

ENGL318 Multimedia Resources

Welcome to this blog, please give your valuable comments and share your views with us.

HOME SITE

categories

- [advertisement](#)
- [animation](#)
- [drama](#)
- [film](#)
- [interview](#)
- [lifestyle](#)
- [news](#)
- [online tools](#)
- [reality show](#)
- [review](#)
- [sitcom](#)
- [software](#)
- [student work](#)

meta

- [login](#)
- [entries rss](#)
- [comments rss](#)
- [wordpress.org](#)

blogroll

- [demonstration](#)

archives

- [june 2009](#)
- [april 2008](#)
- [march 2008](#)
- [february 2008](#)

channel 4 river cottage


26jun09

<http://www.channel4.com/services/videoplayer/popup.jsp?name=st>

Filed under: [Lifestyle](#) | 0 Comments

chinese song mocks cnn

15apr08




[Chinese song mocks CNN](#)

Filed under: [News](#) | 0 Comments

60minutes: high school rules

12apr08



[School Rules!](#)

Filed under: [News](#) | 0 Comments



News Blog (ENGL318 S02)

News Blog (ENGL318 S02)

Categories

- ☐ Editor's Column (5)
- ☐ Local News (7)
- ☐ Main News (7)
- ☐ Review (8)
- ☐ Sports & Entertainment (14)

Go!

All categories

Bookmark

Open All | Close All

- ☐ Journalism
- ☐ News online/blogs
- ☐ Newspapers / Magazine
- ☐ Radio
- ☐ TV

Archives

May 2007
April 2007
March 2007
Recent...
Older...

Friday, April 27, 2007

Posted by LAU Ming Kit in Sports & Entertainment at 04:34 | Comment (1) | Trackbacks (0)

Get yourself Vista-Capable

A notebook computer can bring you a convenient platform for working and entertainment. It can also lead you to the "Vista world"—a new standard of computer system with enhanced functions and capabilities.

Continue reading "Get yourself Vista-Capable"

Calendar

May '07

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Quicksearch

Blog Administration

Open login screen

Friday, April 27, 2007

Posted by LAU Ming Kit in Sports & Entertainment at 03:42 | Comments (0) | Trackbacks (0)

Davis Carries the Warriors to Top the Top Seed



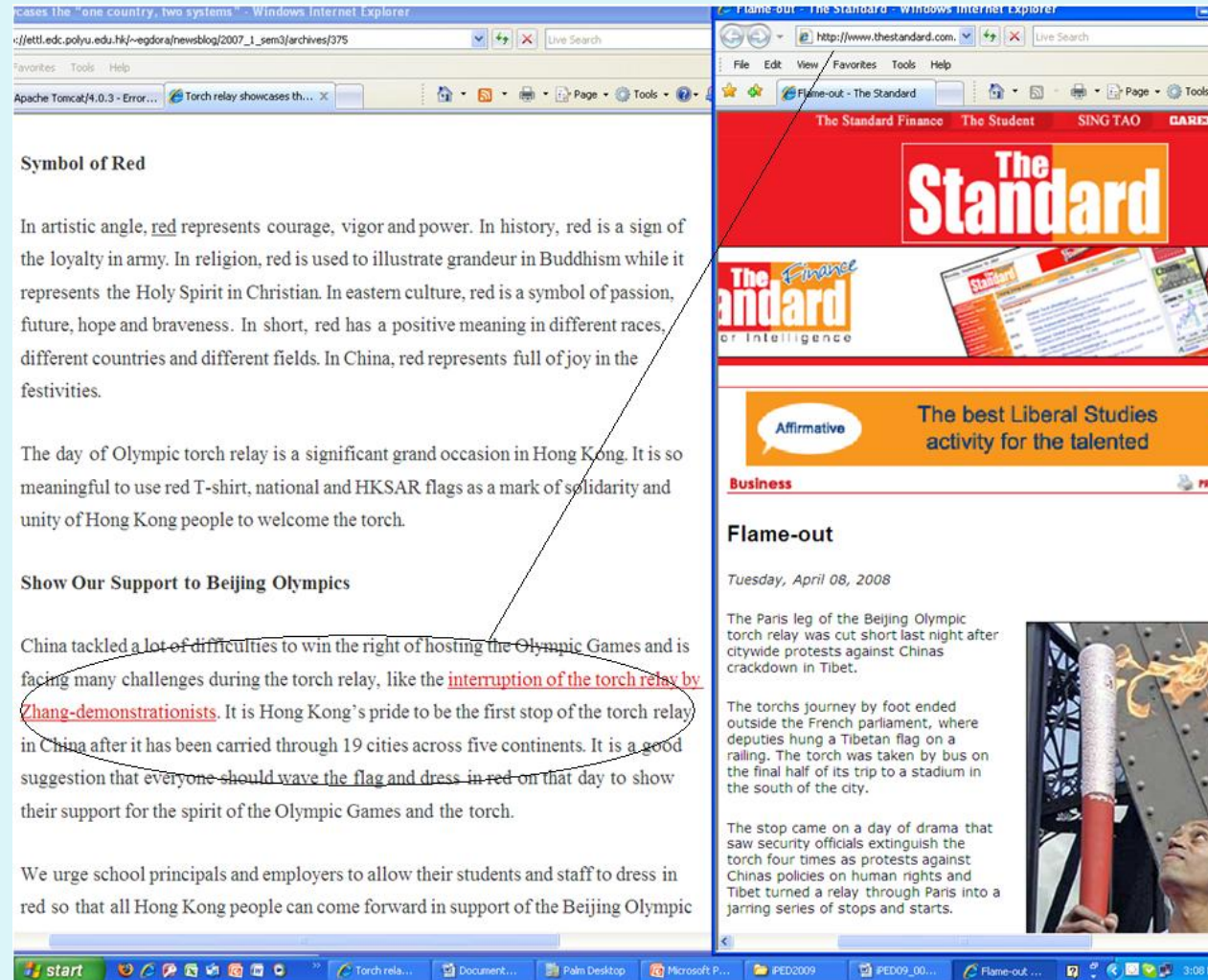
slide Make Your Own ★ View All Images ★

In the first game in NBA Playoffs 2007, Baron Davis, who finished with a near triple-double, led the eighth seed of the Western Conference to defeat the Dallas Mavericks, which is the top seed and have the best record of 67-15 this season.

Continue reading "Davis Carries the Warriors to Top the Top Seed"

Practising web-based writing

- Headline
- Subtitle
- Hyperlinks



Enhancing
writing with
multimedia:
*A promotional video
for
Olympic equestrian
events in Hong Kong*

Hong Kong Riding High

Ada Chan Wednesday 30 April 2008



A promotional video of the Equestrian in Hong Kong

Enhancing writing using images



(Captured by Apple)

Have you ever thought of meeting your soul mates through the Internet? Apart from chat rooms and dating websites, it's now very trendy to meet new friends, even lovers through online games.

Online game is one of the most popular entertainments in Hong Kong. You may think that only adolescents play online games. In fact, there are lots of people from different age groups playing online games regularly. Undoubtedly, most of them are teenagers. In holidays, they even play online games over 12 hours a day.

In fact, there is a special culture inside the world of online games. It is the marriage relationship among the players. Almost every player in the games has a lover but they are not real lovers. Do you want to have this kind of relationship which only exists in the invented world?

Carol Yeung, who has played online games for 2 years, met her boyfriend through an online game. 'It's very easy to meet new friends as long as you talk to the strangers actively. Also, there are many lovers who knew each other in online



(Source: <http://news.bbc.co.uk/2/hi/technology/4183340.stm>)

Learning from the previous cohort

- Good examples
- Bad examples

Group 1 Newsblog

Do you have a “good” Mental Health?

06 DEC

Date: 02 Dec 2007



Eat healthier, do exercise into schedule, no smoking & excessive drinking, etc. Everyday, people face hundreds of healthy questions, but many of them seem to ignore an important thing, it is mental health. Did you know what is mental health?

10 October of every year is World Mental Health Day, according to World Health Organization, mental health is defined as a state of well-being in which individual realized his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community.

Stress is one of main causes which can affect your mental health. Stress is a part of our life, everybody face different stress everyday, and there are good stress and bad stress. A mild stress can be beneficial to us, it can motivate and energize us to do something better. On the contrary, a severe stress can be harmful, even then our physical health. In facts, most people think stress is a negative feeling rather than a positive feeling, that's why most people hate stress. Stress management is very important, but before stress management, people must clearly understand that where does their stress come from? There are six main sources of stress: 1) Gender: the relationship with your spouse, boy/girl friends 2) Home/Family 3) Social relationship, include friends 4) Housing problem 5) Financial issue 6) Work

Outcomes: Survey 2006-07

- ‘The online news blog **enhanced** my learning **experience**’ (mean = 4.00; s.d. = 0.385)
- ‘The online news blog was an **effective** way for me to **share ideas** and thoughts’ (mean = 4.00; s.d. = 0.61)
- ‘The online news blog enabled me to **learn** more **from other students**’ (mean = 4.00; s.d. = 0.67)
- The lowest score was ‘Did you **encounter** any **technology problems** while using the online news blog?’ (mean = 1.25; s.d. = 0.44)

Outcome: Survey 2007-08

- 'The online news blog enabled me to **learn** more from **reading** the **work of peers**' (mean = **4.09**; s.d. = 0.53)
- 'I **welcomed** group members **sending me comments** on my postings in the blog' (mean = **4.09**; s.d. = 0.53)
- The lowest score was 'I am very **familiar** with **postings** to a **blog**' (mean = **3.23**; s.d. = 1.02).

Most of the educational activities inherent in course-based blogs are likely to become less frequent by the end of a course

Conclusion

- Learning-centred environment allows the **active participation of learners**
- Educators can design learning-centred blog: course-based and community-based, depending on the **intended learning outcomes** of a **course** or **programme**
- Learners can actively publish high-quality creative work, while their peers and students from previous cohorts can make **valid, just-in-time comments** that enable the **fostering of academic interdependence** in the learning community

THANK YOU

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